



# 11<sup>th</sup> Annual Data Quality Conference *Agenda*

October 12-14, 2010 ♦ Hotel Bethlehem ♦ Bethlehem, PA

## Tuesday, October 12<sup>th</sup> 2010

4:00-5:30 **Registration (Lafayette)**

6:00-8:00 **Welcome Reception (Lobby)**

## Wednesday, October 13<sup>th</sup> 2010

8:30-5:00 **Registration (Mural)**

8:00-9:00 **Buffet Breakfast (Terrace 1741)**

9:00 **Opening Address (Grand Ballroom)**

9:05 **Data.gov: Answering the Demand for Open Government**

Dr. Suzanne Acar, Co-chair, Federal Data Architecture Subcommittee, *U.S. Government*

9:50 **Monetizing Data Management**

Dr. Peter Aiken, President, *DAMA International*

10:35-11:05 **Coffee Break (Mural)**

11:05 **Panel Discussion: Manufacturer and Distributer Data Synchronization**

Robert Gaylord, *IDEA Solutions*

Mary Shaw, *IDEA Solutions*

11:50-12:50 **Buffet Lunch (Terrace 1741) & Kickoff of Exhibits (Mural)**

12:50 **Interactive Roundtable Discussions**

Roundtable discussion featuring Dr. Suzanne Acar, Dr. Peter Aiken, Robert Gaylord and Mary Shaw

1:35 **Ontologies for E-commerce Standards**

Dr. Donald Hillman, ECCMA Board Director, Professor of Computer Science and Engineering, *Lehigh University*

2:20-2:50 **Coffee/Dessert Break & Exhibition (Mural)**

2:50 **The Job of the Information / Data Quality Professional**

Dr. John Talburt, Advisor to the IAIDQ Board of Directors, *International Association for Information and Data Quality*

3:35-4:20 **Interactive Roundtable Discussions**

Roundtable discussion featuring Dr. Donald Hillman and Dr. John Talburt

4:20 **Closing Address**

6:00-8:00 **Award Dinner (Mural)**



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## Thursday, October 14<sup>th</sup> 2010

8:00-09:00	<b>Buffet Breakfast (Terrace 1741)</b>
9:00	<b>Opening Address (Grand Ballroom)</b>
9:05	<b>Strategic View: Delivering Product Standards Data in Multiple Forms to Multiple Platforms from a Single Source of Data</b> Ross Downing, Principal Engineer, PSDD Principal Technology Lead, <i>The Boeing Company</i>
9:50	<b>Future Proofing a Material Master Data Project</b> Dr. Jonathan Melunsky, Finance and Operations Director, <i>sparesFinder Ltd.</i>
10:35-11:05	<b>Coffee Break (Grand Ballroom Entrance)</b>
11:05	<b>Panel Discussion: Cleansing Data Using Ontologies</b> Dr. Salomon de Jager, Chief Executive Officer, <i>PiLog</i> Dr. Gerald Radack, Chief Technical Officer, <i>PiLog</i>
11:50-12:50	<b>Buffet Lunch (Terrace 1741)</b>
12:50	<b>Implementing a Data Cleansing Project Case Study</b> Jacqueline Roberts, VP Customer Care and Implementation Services, <i>DATAForge LLC</i>
1:35	<b>Interactive Roundtable Discussions</b> Roundtable discussion featuring Ross Downing, Dr. Jonathan Melunsky, Dr. Salomon de Jager, Dr. Gerald Radack and Jacqueline Roberts
2:20-2:50	<b>Coffee Break (Grand Ballroom Entrance)</b>
2:50	<b>Panel Discussion: Developing, Managing and Promoting a Corporate Business Language</b> <ul style="list-style-type: none"><li>• <b>George Halkias, <i>Johnson &amp; Johnson</i></b></li><li>• <b>Mark Dahl, <i>The Boeing Company</i></b></li><li>• <b>Delphine Clément, <i>A.I.D</i></b></li></ul> Peter Benson, Executive Director, <i>ECCMA</i>
3:35	<b>Interactive Roundtable Discussions</b> Roundtable discussion featuring Peter Benson and specified industry speakers
4:20	<b>Closing Address</b>
4:30-5:30	<b>Ice Cream Sundaes (Grand Ballroom Entrance)</b>



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### ISO 8000 MDQM™ Certificate Workshop

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9:00-10:00 **Breakfast & Registration (Northampton)**

10:00-12:00 **ISO 8000-110:2009 MDQM™- Introductions and Theory**

- NATO codification system as the foundation for the eOTD, ISO 22745 and ISO 8000
- Creating a metadata registry
- Developing data requirement statements
- Measuring data quality
- Researching and requesting missing data
- Developing rules for descriptions

12:00-1:00 **Lunch (Moravian)**

1:00-4:00 **ISO 8000-110:2009 MDQM™- Completion of Certification Process (Northampton)**

- Develop an eOTD-i-xml Identification Guide
- Create an eOTD-q-xml request for characteristic or reference data
- Create on eOTD-r-xml reply to a request for data